DRY GOODS, &C.

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NEW YORK, SUNDAY, MARCH 25, 1906.—BY THE NEW YORK HERALD COMPANY.]

DRY GOODS, &C.

PRICE FIVE CENTS.

DRY GOODS, &C.

ost Important Sale of Majestic Smyrna Rugs in

BEGINS MONDAY MORNING AT THE 14TH STREET STORE. Entire stock of the Southern Rug and Carpet Mills, Atlanta, Ga. An enormous demand for these Rugs is expected. These spiendidly colored Rugs are in Room Sizes, and are exact copies of costly Persian and Turkish Rugs, being striking all over and medallion effects, and revealing all the rich handiwork seen in the superb Oriental creations. Every Rug is reversible. JUST ABOUT 1/2 THE USUAL RETAIL PRICES ARE ASKED. These are the sizes and prices:— (Fourth Floor.)

Majestic Smyrna Rugs,

Size 9x12; regularly \$25; this Sale,

DRY GOODS, &C.

\$14.98

Majestic Smyrna Rugs,

DRY GOODS, &C.

Size 6x9; regularly \$14.50; this Sale,

DRY GOODS. &C.

A Card from Mr. Siegel.

MR. HENRY SIEGEL takes this opportunity to announce that he has no connection whatever with the Siegel Cooper Company of this city, having sold his interest in that store some years ago. MR. SIEGEL is led to the publication of this statement by the fact that there seems to be some confusion in the public mind, for he is constantly receiving mail intended for the Siegel Cooper Company, and the other concern frequently obtains mail intended for MR. SIEGEL'S various stores. Mr. Siegel desires that all doubt shall be removed. He is President of THE 14TH STREET STORE and the SIMPSON CRAWFORD COMPANY, of this city; President of HENRY SIEGEL CO., Boston, Mass., and President of SIEGEL, COOPER & CO., Chicago, Ill. He thanks you for your courtesy in giving this matter your attention.

Extra Special Bargains for Monday.

No Mail Orders Filled on Goods on Sale from 10 A. M. to 1 P. M.

To-Morrow, 10 A. M. to 1 P. M.,

> Glass Towelling.

To-Morrow, 10 A. M. to 1 P. M.

Dress Ginghams. Stripes, checks and faint shades of blue, pink, green, brown and tan. Not more than 12 yards 4 1/2 C (Main Floor.)

Wash Goods.

Organdies, Silk Mulls and Poplins in Great Variety.

FINE PRINTED ORGANDIES a good quality of white ground organdy, printed with handsome floral designs, pink, blue, hedotrope and yellow; 84C

PLAIN SHADES OF SILK MULL, 27 inches wide and part silk. For party and street dresses, light blue, pink, navy blue, tan, black, cream, hellotrope and green, 94/26

CANVAS WEAVE SUITINGS, a very serviceable fabric and all the leading plain shades, with 11c plenty of Alice blue, yard... 11c

SILK FINISHED POPLINS, plain shades of baby blue, pink, green, heliotrope and champagne. Really a 25c. quality. We have only 100 pieces to sell at, 14c a yard To-Morrow, 10 A. M. to 1 P. M.

India Linon Lawn

Fine sheer quality, 32 inches wide. Sc. values. Not more than 10 5C yards to a customer. Yard. 5C (Main Floor.)

To-Morrow, 10 A. M. to 1 P. M. Boys' Suits. Sizes 7 to 16 years, Norfolk or double breasted; fine, smooth worsteds, 20 different styles. Not more than 1 suit to a customer. \$1.39

To-Morrow, 10 A. M. to 1 P. M.

Bleached Muslin.

36 inches wide, various qualities, worth up to Sc. a yard; lengths from 1 to 10 yards. Not more than 50 (Main Floor.)

1.000 White Bed Spreads 49c to \$2.98.

Value 69c. to \$3.98. Being a manufacturer's san line, they represent an exceptionally fine purchase. Large size. All hemmed or fringed and ready to

Special Inlaid Linoleum Offer.

(Fourth Floor.)

Japanese Mattings. ew Mattings just arrived. No one that is in red of matting will fall to buy here, when they see these goods.

JAPANESE MATTING, 40 yard rolls, The kind that sells regularly at \$5.98 a \$5.98 roll. To morrow. JAPANESE MATTING, 40 yard \$8.98 rolls, regular \$10.08 grade, at.....

Pillow Cases. Size 45x36, extra good make, regular 10c, values. Not more than 6 to a customer. 71/2 C

Bed Sheets

Women's Underskirts.

BLACK HEAVY TAFFETA SILK PETTICOATS, made with a deep accordion plaited flounce, finished with a bias ruffle; \$4.00 \$2.08 values, at values, at \$2.98 COLORED AND BLACK TAF-FETA SILK PETTICOATS, in all the leading spring shades, made with a deep flare flounce; generally sold at \$6.00 each; to-mor-\$4.98 row (Second Floor.)

White Goods. Bargains That You Won't

Find in Any Other Store. FINE WHITE GOODS, an assorted lot of Persian Lawn, White Organdies, Swiss Mull, French Battiste, 40 inch wide Pique, Dotted Swiss Figured Madras and many other odd pleces. This is the greatest offer of the season. Some worth as high as 20c. s. 10 11/2

me worth as high as 25c. a 121/2C yard WHITE PERSIAN LAWN, 14 yards wide, an exceptional bargain, fine sheer material this branch of the business, v Women's Walsts and Dresses. Actual 190 immediate and sweeping sale. WHITE LANGERIE BATISTE, 38 inches, beautiful, fine silky finish, a rare bargain worth as high as 30c. a yard 25C

200 PIECES ENGLISH LONG CLOTH, good quality, yard wide, 12 yard pieces, \$2.25 values. Not more than 2 pieces to a 1.39 500 PIECES NAINSOOK, fine soft finish.

suitable for Infants' wear, full yard wide, 12 yard pieces, regular \$3.62 1.25 values; plece (Main Floor.)

Exquisite Spring Millinery

Another Very Beautiful Showing Monday. The very flattering reception of the past week, notwithstanding the opposition of the weather, inspires greater endeavors for the coming week, and those who visit the Millinery Parlor on the Second Floor will be delighted with the exceedingly charming displays of new Spring and Early Summer

Paris styles are reproduced, of course, but so deftly Americanized as to be well adapted to the wants of the smart dresser of the metropolis and insure her a Hat that is twice as becoming as if she paid a high price and obtained what Paris would insist upon without regard to local exactions.

flowers, ornaments and chiffon Superb Hats at Higher Prices.

This is another notable feature of the choice Millinery Displays at THE 14TH STREET STORE. Leading Paris shapes and colors. Large and small effects. Another one-third less than other stores would ask. Prices,

\$6.95, \$7.95, \$9.95 and up to \$39.95.

Smartest Ready-to-Wear Hats at Popular Prices. The Millinery Sections on the Main Floor offer again to-morrow a revel of choicest styles in the daintiest and most approved millinery. Every new conceit in fashionable street hats is shown in brightest variety. These swell creations are in stiff hats and tailored hats and are made of Straw, Neapolitan, Horsehair, Leghorn, Chiffon and Braids: \$1.98 to 6.95

10,000 Yds. of Silk

Monday at a Price That Will Astonish Shoppers. 30c FETAS in black and white, blue and white, brown and white and green and white: 19 inches wide. A rich, lustrous Taffeta, very popular for shirt waists.

30c Yd. for SILK SHANTUNG
PONGEES. One of the
most-wanted silks in America.
A smartly beautiful 24-inch fabric that
will make a very charming street
frock

popular for shirt waists.

30c Yd, for WHITE JAPANESE SILKS, a dainty, filmy, yet very strong fabric for waists and gowns. 36 inches wide.

Will make a very charming street frock.

Yd. for ALL-SILK TAFFE-TAS in the leading shades. A taffeta that sells regularly at 60c. in some other stores. (Main Floor.)

Spring Dress Goods.

14,000 Yards Monday at a Record-Breaking Price. 33c yard-5,000 yards of 46-inch all-wool NOVELTY GRAY SUITINGS, invisible stripes, for separate skirts and tailor-made suits. 33c yard-2,000 yards of ALL-WOOL VOILES, made by the

33c yard—2,000 yards MOHAIR SUITINGS in all the leading shades, including black and cream, which are very popular.

best mill and warranted not to pull. In all the shades that will be worn this

33c yard-4,000 yards of ALL-a fine, smooth weave, in 38-inch widths. All the popular colors. Not a yard of these fabrics can be had in any other store for less than 59c.

And Very Special Also on Monday:
56-INCH ALL-WOOL DRESS GOODS in self colors, formerly sold at 85c. a yard. 59c 46-INCH MOHAIR SICILIAN in natty shades of blue. On account of the width it requires only seven yards for a good dress pattern. Actual values \$1.00 a yard. (Main Floor.)

Hosiery==33,000 Pairs

Monday at a Mere Fraction of Usual Prices. Entire stock of a leading manufacturer, who, on the eve of discontinuing this branch of the business, was willing to take a heroic loss to effect an

Everything in Plain and Fancy Hosiery for Men, Women and Children.
Light and heavy weight grades. Every pair guaranteed to be perfect;

MEN'S, WOMEN'S AND CHIL-DREN'S SEAMLESS HOSE. Chil-dren's are fine ribbed, Women's and Men's in fast black and fancy 10C colors; pair. LISLE THREAD AND FINE MACO YARN SEAMLESS HOSE, Children's are all black, Men's and Women's are black and fancy colors; VERY FINE LISLE THREAD AND MACO YARN HOSE FOR MEN AND WOMEN, in black and fancy colors, light and heavy weight; values up to 29c. a pair; 15C PART IMPORTED FULL FASH-IONED HOSTERY, in all weights; Men's and Women's; in black and colors; values up to 39c.; 10c VERY FINE IMPORTED HOSE, full fashioned in Lisle gauze and Maco yarn; all black and colors; vai-25C ues up to 49c.; pair. (Main Floor.)

Women's Tailored Suits

500 in a Big Spring
Special Sale Monday at \$8.698
Similar Sults are being sold on 6th av. at much higher prices than we ask.
Smart new Spring styles that were made to be sold at \$15 to \$18. Because they are the samples of one of the leading makers in the business, we can sell them AT ABOUT ONE-HALF THE USUAL PRICES.

Beautifully stylish. Made of Panama, cheviot, broadcloth, mohair and fancy tweeds. New Eton and Pony Coat effects, with trimming of braids, buttons, ornaments, taffeta, silks, &c. Circular and plaited skirts, with deep fold at bottom. Sizes 32 to 44.

In this lot are also a number of MISSES' SUITS, ages 14, 16 and 18 years, at......\$8.69

Early Easter Sale \$40 Complete Costumes for \$17.50 A very striking gathering. Costumes of Eollenne Silk, Crepe de Chine, high-grade Voiles, Brussels Net or the finest grade of Cashmere. The colors include pastel, shades of pink, nile green, light rose, champagne, light blue, black, and every other innovation of colorings. Some are trimined with laces, some have silk linings.

Men's Spring Suits Fresh Spring Stocks of Stylish Clothing.

\$12 Suits at \$6.66

\$15 Suits at \$8.88

These handsome Suits are in single and double breasted styles. Made of Blue Serge, Black Thibet, Fancy Worsteds, Mixed Cassimeres and Cheviots. Sizes 34 to 46. All the newest styles.

200 Men's \$12.00 Cravenette at \$7.50 Coats Monday Special

Housefurnishings.

A Great Spring Sale That Should Crowd the Basement Monday.

THE 14TH STREET STORE is not doing things by halves. It is doing them with a degree of aggressiveness and progressiveness that is shaking up things around town as they have never been disturbed before. The vast HOUSEFURNISHING sections in the Basement, stocked to their limits with the best wares the best markets can produce, announce a sale for Monday that ought to bring thousands of customers burrying to THE 14TH

STREET STORE.

PRICE IS NO OBJECT. WE ARE NOT CONSIDERING PROFIT.

WE MEAN TO DO THE BIGGEST POPULAR B. SINESS IN NEW
YORK, and we are adopting the most decisive methods to accomplish that object.

strong handle......24c CAN, large size, used by jar NO. 7 GALVANIZED ASH NO. 7 GALVANIZED ASH
CAN, strong wooden staves, ex
tra reinforced bottom, S1, 59
10-Q UART GALVANIZED
WATER PAIL. 10c
GALVANIZED WASH TUB,
large else, strong side han
dles 99c
GALVANIZED RINSING TUB. GALVANIZED RINSING TUR, strong side handles. 21c GAS LAMP, complete, with brass burner, mantle and air light globe, for ... 39c SOLID BRASS NEEDLE PAN. 8 quart LIPPED SAUCE-light globe, for ... 39c SOLID BRASS NEEDLE LETE size of COLANDER. Double coated gray enamed for durability, can be used for indoor, park or street lighting; 100 candle power. 15c GAS TOASTER; can toast 5 silices of bread and dolemail cooking at the same time; the toaster gives out an intense heat 29c

CLOTH-Can be used for table or wall coverings; yard...1 Go SHELF OLLCLOTH-In dark

PAN.
1½ quart RICE BOILER.
8 quart PRESERVING
KETTLE.
2 quart COFFEE POT.
10 quart DISH PAN.
8 quart LIPPED SAUCEPAN.

GOOD CLOTHES BRUS HARDWOOD BOUND BREAD BOARDS 10c FAMOUS STAR REFRIGER Made by the Alaska Rofri

Made by the Alsaka Refrig-erator Co., lift top style, made of ash, finished in gold-en oak; highly polished; hand-somely ornamented with em-bossed carrings; thoroughly insulated with charcoal sheathings. OUR NEW LINE OF LAWN MOWERS NOW READT; our stock most complete in the city; Lawn Mowers from \$1.98 up to (Basement.) \$10.00.

5,000 ARMOUR'S Best Hams Monday at 11½c Pound. New York's Popular Grocery at The 14th Street Store Makes an Announcement That Will Interest Many People. Mail and Telephone Orders Filled.

Butter 20,000 Pounds Cele \$1.33 | Oat Flakes load just received fresh brated Willow Farm \$1.33 | Oat Flakes load just received fresh brated Willow Farm \$1.33 | Oat Flakes load just received fresh brated Willow Farm \$1.33 | Oat Flakes load just received fresh brated Willow Farm \$1.33 | Oat Flakes load just received fresh brated Willow Farm \$1.33 | Oat Flakes load just received fresh brated Willow Farm \$1.33 | Oat Flakes load just received fresh brated Willow Farm \$1.33 | Oat Flakes load just received fresh brated Willow Farm \$1.33 | Oat Flakes load just received fresh brated Willow Farm \$1.33 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh brated Willow Farm \$1.35 | Oat Flakes load just received fresh from California; or Grahams; all fresh from the National Biscult Co.'s medium size ripe sweet fruit; 22 pounds for \$1.00; 10 pounds for \$470; 5 pounds for \$470

PRDE SOAP—Magic Washing Orystals is the best cleaned in the world; does your woshing much better and with less labor. With every package sold Monday at 10c, we will give free a regular 5c, bar of David S. Brown's Satin Gloss Soap.

COPFEE Banquet Blend; the finest drinking coffee in the world; fresh dry roast, superb around; 8 pounds for \$1.00; pound. 35c. Finest Important of \$1.00; pound. 35c. Patns, 6 pounds, 55c.; pounds, 5

pound perminan oblant English Residents, Ceylon, Bashet Fired Repaired Section Mills—St. pound bag 38c.: 10 pound lines ag 37c.: 5 pound bag 38c.: 10 pound lines bag 37c.: 5 pound lines bag 37c.: 5

PREE BAKING POWDER

-With every package of the
Calebrated "Raiston's Purina
Whole Whoes Health Floor"
sold Monday we will give
tall one regular 15c, halt
pound can Halston Baking
Powder; 1:10th bag ... 43c

pound package ... 61/2C FARINA-Don't pay 8c. 10 10c. for one pound package Farina when we sell you Monday fresh from the Mill Genuine Spring Whest Farina-25 pound bag \$1.00; 10 pound linen bag \$2.50. I pound linen hag \$2.50. I pound linen hag \$2.50. FRESH CRACKERS-Fresh and Origo-Sugar Jumbles Lady Fingers, Fancy Mixed or Fruit Gems - 6 pounds 550. Sound 100.

MACARONI-We offer Mon-day exactly 5,000 pounds of the popular "Stella" Brand Standard Quality Domestic Macaront - Will guarantee Macaroni - Will guarantee

CREAM CORN-700 cases Sweet

Cream Sugar Corn; case of dozen, S1.68; dozen, 88c. can 7C
MAINE COINS-900 cases Blue
Bell Fancy Maine Baby Corn or
Successably desen, S1.15; regular 16c, can 10c
LIMA BEANS - Small Green
Creamy Jersey Liman; dozen,
S1.35; six cans, 70c.; can,

SAMPLE TEAS—We offer Monday 69 Chests Importer's Sample Teas—The regular value is 30c, to 53c, a pound—5 pounds for \$1.00: pound, 220 WHEATLET—The Franklin Mills Co's dainty Breakfast of 2 HOLLAND HERRING—Senuine Sec.; Imported Holland Herring, all Milcheners—keg. SSC; mixed. 786

MACKEREI, Large fat No. ; share fish-just received from Gloucester; beads and talls removed; 10 pound pail. \$1.25

Garden Seeds and Bulbs, Gilt Edge Quality.

FLOWER AND VEGETABLE SEEDS; dozen pkgs., 1OC; large oz pkg. 5C
CENTRAL PARK LAWN
SEED; qt 9C
GLADIOLI Groffs HybridsBulbs, doz 25C
TUBEROSE-Dwarf Pearl, dozen 1OC
CALADUM (Elephant Ears); flae bulb; each 3C
CALADUM (Elephant Ears); flae b

beautiful silk and satin damask Lambrequins, with hand knotted lattice fringe. \$2.98

\$30 Brass Bedsteads, \$14.98

This is one of the best values in New York. These handsome Bedsteads have 2-inch pillars, high head, prettily panelled extension foot.

7 heavy fillers, large mounts and door knob vases; best 14.98 French lacquer. Made in all sizes.....

PERFECTION MATTRESS, good, clean filling, hair top and bottom, bound edges; good quality \$3.98 \$5.50 MASSIVE STEEL METAL SWING SPRING, heavy pipe tubing, made with a very close woven wire fabric and steel helical ends. The edges are well braced with copper wire, making it comfortable and \$3.29 durable. Each, to-morrow.

COMBINATION AFRICAN FIBRE MATTRESSES; the top, bottom, sides and ends are coverd with heavy layers of cotton, making it soft and luxurious; excellent quality tick-\$4.98 PURE FEATHER PILLOW, 19x26 inches, covered in best A. C. A. ticking; guaranteed odorless. Special for to-morrow, only.

Lace Curtains and Upholstery.

Monday Begins the Mammoth Annual Spring

Special Sales at The 14th Street Store.

We've been getting ready for months making extraordinary purchases and reserving them exclusively for THIS sale! Nowhere else at any time will you find such remarkable values-for they are absolutely impossible elsewhere. No Mail Orders. Quantities limited.

NOTTINGHAM LAGE CURTAINS, 2,000 pairs specially secured for this sale on which we promise, you a saving or one-half. Scores of beautiful designs to choose figim.

\$2.00 Curtains, 98c. Pair. \$3.00 Curtains, \$1.48 Pair \$5.00 Curtains, \$2.48 Pair.

RUFFLED CURTAINS, 4,000 pairs dainty arriped Muslin Curtains, with ruffle of same material; well made and serviceable; not more than six pairs to a customer; 29c

\$5.00 SILK AND SATIN LAMBREQUINS,

Shirt Waist Boxes. 1,200 of them, with pretty cretonne and art cottons of very striking designs. Usual price is \$4.24. D&C 5.000 YARDS FINEST SCOTCH MADRAS—
This lot consists of the most artistic designs yet shown in Colonial, forsi and Oriental effects on white, cream and solored grounds. The greatest diadress burguin New York has ever offered. Beautiful material for dining room, library and hall curtains.
\$1.00 Madras, 490, yard; \$1.25 Madras, 500, yard; \$1.00 Madras, 600, yard.
20C. SATIN FINISHED CRE 121/C TONNES, a yard.
250, HEAVY FIGURED BURLAP, a 15C yard.
250, HEAVY FIGURED BURLAP, a 15C yard. PANOX ART TICKING, best 19c Justife, rand.